

**GOVERNMENT COMMUNICATIONS ADVISORY COMMITTEE
COMMUNICATIONS APPROVAL REPORT - NOVEMBER 2025**

CAMPAIGNS \$55,000 to \$199,999

Campaign Title	Department	Start Date	End Date	Approval Date	Proposed Budget exGST (\$)	Synopsis
Cirque Alice	Adelaide Festival Centre Trust	5/09/2025	20/01/2026	5/11/2025	\$150,000	A campaign to promote the production of Cirque Alice, which includes new performances in Adelaide

CAMPAIGNS \$200,000 plus

Campaign Title	Department	Start Date	End Date	Approval Date	Proposed Budget exGST (\$)	Synopsis
AGSA Winter Art Series - Monet to Matisse: Defying Tradition	Art Gallery of South Australia	3/11/2025	15/11/2026	2/11/2025	\$775,000	A campaign to promote the exclusive to Adelaide AGSA Winter Art Series exhibition featuring influential European and American artists of the 19th and 20th centuries
EzyPlates Annual Campaign 2025-26	Department for Infrastructure and Transport	24/11/2025	30/06/2026	11/11/2025	\$299,000	A campaign to increase sales of special number plates
SafeWork SA - Always On FY25/26 & FY26/27	Safe Work SA	1/02/2026	31/12/2026	17/11/2025	\$431,978	A campaign to build awareness of the role Safe Work SA plays as the workplace health and safety regulator and increase awareness of the importance of workplace health and safety in South Australia
Global Awareness Campaign 2025/26	Study Adelaide	28/11/2025	30/09/2026	17/11/2025	\$990,000	A campaign to increase student awareness of South Australia as a welcoming, high-quality, contemporary, and industry-connected study destination
Automated External Defibrillator Access 2026	SA Health	19/01/2026	30/06/2026	28/11/2025	\$346,000	A campaign to raise awareness of and to inform the public about Automated External Defibrillator's and improved accessibility

EVALUATIONS

Campaign Title	Department	Start Date	End Date	Evaluation Approval Date	Proposed Expenditure exGST (\$)	Actual Expenditure exGST (\$)
SA Innovation Places - Leadership Framework	Department of the Premier and Cabinet	30/09/2024	29/09/2025	14/11/2025	\$195,000	\$115,000
News Corp Partnership - Year 2	Department of the Premier and Cabinet	1/04/2024	30/06/2025	14/11/2025	Commercial in Confidence	Commercial in Confidence
Google Ads 2024/25	TAFE SA	1/07/2024	30/06/2025	14/11/2025	\$160,000	\$160,000
Building a Bigger Health System	Department of the Premier and Cabinet	15/09/2024	28/02/2025	14/11/2025	\$1,900,000	\$1,900,000
2024/25 Student Recruitment Campaign	TAFE SA	5/08/2024	30/06/2025	14/11/2025	\$780,000	\$780,000
Treasures of the Viking Age: Galloway Heard	South Australian Museum	8/02/2025	27/07/2025	28/11/2025	\$239,089	\$239,000





CAMPAIGN EVALUATION SUMMARY

Campaign:	SA Innovation Places - Leadership Framework
Department:	Department of the Premier and Cabinet (DPC)
Campaign Start Date	30 September 2024
Campaign Completion Date	29 September 2025
Campaign Total Spend	\$115,000(exc. GST)
Campaign Approval Date	10 September 2024
Evaluation Approval Date	14 November 2025

Evaluation Summary:

The campaign strategy for SA Innovation Places was to establish a strong and cohesive brand presence through the development of a refined brand strategy and visual identity, anchored by a branded Framework and Brochure.

In the short term a holding website / digital front door www.innovationplaces.sa.gov.au was launched as the primary source to access information about the state-wide network of innovation places. Supporting this will be a suite of high-quality marketing collateral, designed and produced to reflect the brand's positioning and purpose. Strategic engagement will be driven through a targeted launch event attended by the Premier of South Australia showcasing SA's innovation places.

Outcomes included:

3,000 website views over campaign period.

Doubled media mentions in September 2024 with launch event and press conference with 1.8m reach.

Email subscribers: 500 key targets across industry, government and research.

126k social media impressions across two months around launch: a 64% uplift for same time period.

Three high level business proposals put together for global brands looking at relocating to South Australia.

Partnership with BAE Systems created.



CAMPAIGN EVALUATION SUMMARY

Campaign:	News Corp Partnership - Year 2
Department:	Department of the Premier and Cabinet (DPC)
Campaign Start Date	01 April 2024
Campaign Completion Date	30 June 2025
Campaign Total Spend	Commercial In Confidence
Campaign Approval Date	15 March 2024
Evaluation Approval Date	14 November 2025

Evaluation Summary:

The year 2 media partnership between The Hub and News Corp ran from 1 April 2024 to 30 June 2025 and was successful in achieving its objectives of supporting and amplifying key policy areas, public information campaigns and leveraging advocacy through subject matter experts.

A total of 20 topics were explored and published in The Advertiser/The Sunday Mail with all articles lifted online on The Advertiser's website, in front of the pay wall to maximise accessibility and readership.

To leverage the advocacy of subject matter experts in key policy areas, News Corp published 4 opinion editorial pieces from industry experts.

To amplify the online articles, a combination of social media and online interactive articles were used to promote content.

The overall media partnership for year 2 was successful and achieved nominated KPI.

The total cost spent on the partnership cannot be disclosed, as the agreement is commercial in confidence. All rates negotiated on behalf of government are confidential under the terms of the Master Media Agreement and therefore cannot be disclosed.



CAMPAIGN EVALUATION SUMMARY

Campaign:	Google Ads 2024/25
Department:	TAFE SA
Campaign Start Date	01 July 2024
Campaign Completion Date	30 June 2025
Campaign Total Spend	\$160,000(exc. GST)
Campaign Approval Date	13 June 2024
Evaluation Approval Date	14 November 2025

Evaluation Summary:

The Google Ads campaign is a vital channel for attracting potential students with a strong intent to apply. This activity aligns with TAFE SA's commitment to providing quality vocational education and training to South Australians to meet the State's skills and workforce requirements, as per the goals of TAFE SA's 2023-33 Strategic Plan.

Despite the two ambitious KPIs not being met, the campaign performed strongly, with 33% of all Apply Now clicks on the TAFE SA website being attributed to Google Ads, an increase of 5% compared to the previous year. The campaign delivered 1.44m impressions (+2.4%) and 451,796 clicks to the TAFE SA website (-12.7%), with a low \$0.31 average cost per click and a significant 31.27% click through rate.

The introduction of Google's AI Overviews in late 2024 likely played a factor in campaign performance, where answers are provided to Google searches above ad content. While this provides users with relevant content, it reduces the propensity for users to scroll through search results and click on a sponsored ad. Organisations have seen a global reduction in sponsored ad of 20%* This change in the way Google operates has affected the Google ads campaign for 2024/25. This must be considered when setting performance targets for this medium in future.

*referenced in Digi Day 2025 - How Google's AI Overviews is affecting paid search strategies



CAMPAIGN EVALUATION SUMMARY

Campaign:	Building a Bigger Health System
Department:	Department of the Premier and Cabinet (DPC)
Campaign Start Date	15 September 2024
Campaign Completion Date	28 February 2025
Campaign Total Spend	\$1,900,000(exc. GST)
Campaign Approval Date	02 August 2024
Evaluation Approval Date	14 November 2025

Evaluation Summary:

In order to evaluate the performance of the Building A Bigger Health System campaign, research agency, Haymkr, conducted a post-campaign market research online from 28 February to 10 March 2025, with a sample size of 400 people from metropolitan Adelaide and regional South Australia.

Additionally, Wavemaker conducted a post campaign report analysis to evaluate the performance of media placements.

Metrics from the biggerhealthsystem.sa.gov.au website were collected to understand how people interacted with the website.

These sources have provided the following information:

1/ Community awareness of the State Government's efforts towards improving the capacity of the health system

The campaign reached over 1 in 4 South Australian aged 18+ and successfully raised awareness of the significant improvements the State Government is making to increase the capacity of the public health system, with an increase of 10% compared to pre-campaign market research results. Awareness of new hospitals and upgrades, more hospital beds, more ambulance stations and more staff was significantly higher than other improvements such as alternative care options and 24/7 pharmacies.

2/ Levels of confidence in the health system across target market segments

Confidence in the health system has steadily grown, rising from 57% pre campaign to 62% after the first burst and 64% following the second burst.

- Confidence is highest among the 18- 34 age group at 75%, followed by 35-54 year olds at 66%.
- While recall is highest in those aged 55-74 (40% compared to 33% pre campaign), this group has lowest confidence in the health system (54%).
- Those aged 18-34 have highest confidence in the health system (72%) however their awareness of the specific improvements happening in the health system has remained constant at 39%.

3/ Advertising effectiveness

Over 1 in 4 respondents spontaneously recalled the campaign, with recall reaching 30% for respondents aged 35+. From the spontaneous comments about what they recall, it is clear that the campaign has cut through, with references

to the campaign messaging, including a direct mention of Building a Bigger Health System for 11% of people who recall the campaign.

Television emerged as the primary driver of campaign awareness, in particular the 60 second version, followed by outdoor, press and social media. The digital activity was a cost-effective way to reach and engage with the target audience and delivered strong results in terms of click-through rate. Meta continues to be a great platform to reach multiple audience segments – with each targeting strategy garnering reach below the planned cost-per-impression.

The campaign resonated strongly with audiences, and was perceived as:

- Believable – 73%
- Easy to understand – 73%
- Informative - 57%

4/ Website traffic statistics (unique visitors, average dwell time).

A total of 15,311 unique users visited the site over the campaign duration. Most of the traffic was generated by paid activity served through Meta, Google Search, News.com.au and YouTube.

Traffic to the website was lower than the benchmark, which can be explained as being a platform designed for community to become informed about the improvements rather than to immediately engage with a service.



CAMPAIGN EVALUATION SUMMARY

Campaign:	2024/25 Student Recruitment Campaign
Department:	TAFE SA
Campaign Start Date	05 August 2024
Campaign Completion Date	30 June 2025
Campaign Total Spend	\$780,000(exc. GST)
Campaign Approval Date	15 May 2024
Evaluation Approval Date	14 November 2025

Evaluation Summary:

The recruitment campaign plays a critical role in driving high level state-wide awareness of TAFE SA and driving enquiries and applications for courses. It also provides the framework for all other supporting TAFE SA marketing activity and program level campaigns.

The 2024-25 Student Recruitment Campaign overachieved one of the five ambitious KPIs and delivered significant results in measures of positive campaign recall, consideration amongst the key target audiences and positive perceptions. This is considered a positive achievement for the campaign, on the back of historically high website performance seen in 2022-23, due to the introduction of the Commonwealth Government's Fee Free TAFE Initiative. On reflection, the campaign KPIs tied to website visits and Apply Now clicks were overly ambitious and should be considered for future campaigns.

Market research conducted by Square Holes indicate stronger campaign recall for the Go Get It creative, and campaign perceptions compared to the previous campaign tag line and creative, Learn It. Work It. Campaign recall for the 'Go Get It' campaign has increased by 19 percentage points (from 20% in 2024 to 39% in 2025 of people who has seen either video or image prompts). Those previously exposed to the campaign again were significantly more positive towards TAFE SA, with 88% holding favourable perceptions, compared to 75% among those who hadn't seen the campaign.

Consideration of TAFE SA more than doubled compared to previous waves, noting this is likely largely driven by increased weighting of younger age cohorts and Regional SA audiences. Notably, 85% of those highly motivated to upskill in their field expressed high likelihood of considering TAFE SA for future study.



CAMPAIGN EVALUATION SUMMARY

Campaign:	Treasures of the Viking Age : Galloway Hoard
Department:	South Australian Museum
Campaign Start Date	08 February 2025
Campaign Completion Date	27 July 2025
Campaign Total Spend	\$239,000(exc. GST)
Campaign Approval Date	07 January 2025
Evaluation Approval Date	28 November 2025

Evaluation Summary:

The strategy for the Treasures of the Viking Age: The Galloway Hoard marketing campaign aimed to drive ticket sales, enhance the South Australian Museum's brand and position the exhibition as a landmark cultural experience exclusive to South Australia.

The creative approach focused on highlighting the historical significance and rarity of the Viking-age artefacts through a bold, story-driven visual identity. The campaign featured artefact-inspired graphics and video content, including a locally produced documentary, to deepen audience engagement and broaden appeal.

A multichannel campaign was delivered across South Australia and key interstate markets, targeting cultural travellers, museum audiences, educators and the general public. Media channels utilised a mix of digital, social, radio, outdoor, print, and search advertising. In-museum signage and owned content channels supported the campaign, with promotional photography and video assets enhancing visibility.

Partnerships with local media and creative organisations strengthened the campaign's reach and authenticity. A collaboration with Channel 44 enabled the production and broadcast of a documentary and TV commercials, amplifying the exhibition's profile and storytelling impact.

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Overall, the Treasures of the Viking Age campaign was a success, attracting strong attendance from South Australian, interstate, and international audiences. While regional visitation did not meet the outlined objective, engagement from regional South Australians remained significant and meaningful.